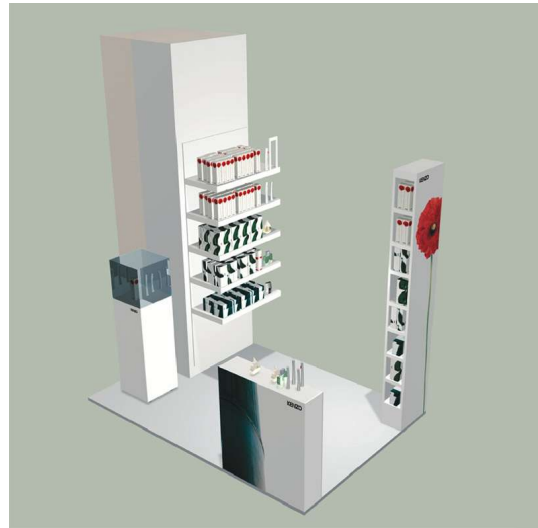


kenzo
paris, france 1999-present



RS has been involved with Kenzo perfumes since 2000, starting with the launch of the website for Kenzo Flower RS got involved in the actual redesign of the Flower Packaging. From this experience a series of new commissions have originated and continue nowadays.

In order to help develop the kenzo perfume story further, we have also been involved with the art direction of it's press campaigns.

Kenzo perfumes asked us to continue the redesign of its range. For Parfum d'ete we developed five different packaging designs. Instead of selecting just one, Kenzo decided to use all of them, allowing the consumer to choose their favourite.

Another key part of our involvement with kenzo has been the design and implementaion of it's instore furniture. This major project was done in association with the London based 'Design Lab'.

The bamboo image wraps around three sides of the Kenzo pour homme packaging. The textured card used in it's construction contrasts with the smooth glass bottle inside.

Latest design: Kenzo Jungle.

